SOFT DRINKS ☐ BEER ☐ BOTTLED WATER ☐ WINE ☐ POWDERS ☐ JUICES ☐ SPIRITS

APRIL 23, 1982

Beverage Industry

PUBLISHED EVERY OTHER FRIDAY

Shipments of bev venders decline, 9%

SPECIAL REPORT — According to the latest figures from the Dept. of Commerce for 1980, manufacturers' shipments of vending machines for beverages totaled $207 million, a decrease of 9% from the 1979 figure of $227 million. Given these statistics, while remembering the 1979 decrease of approximately 15% over 1978, a vivid trend has begun to establish itself in this industry.

Industry observers point to the current high cost of money, compounded by the

(Continued on page 14)

BI Week

• U.S. Dept. of Justice is looking into the possible acquisition of Pabst by C. Schmidt & Sons on grounds that the deal may be anticompetitive. The acquisition became more probable when Pabst board recommended that the firm enter into negotiations. Schmidt upped its tender offer (from $16 to $20.50 per share).

• Schlitz — target of an acquisition attempt by Stroh's — has taken the position that it will fight the move. The Stroh offer ($16 per share for approximately two-thirds of the outstanding shares) is due to expire April 23 unless it is exptended. Insiders feel Stroh's will seek to hike the offer and extend it. They also expect Justice to take a close look at this proposed merger. Schlitz, meanwhile, reported first quarter profits were up 116%; barrelage for the period increased 2.3%.

• FDA has proposed major changes in its method of dealing with food additives and determining their safety. Under the terms of the new ruling, FDA would (1)clarify exactly what an "additive" is; (2)interpret the Delaney Clause to apply only when an additive itself has been shown to cause cancer, and (3)use "risk assessment" as one of the tools

(Continued on page 27)

Like will be tested in a full range of packaging.

Like debut poses more questions than answers

By Paul E. Mullins
Editor

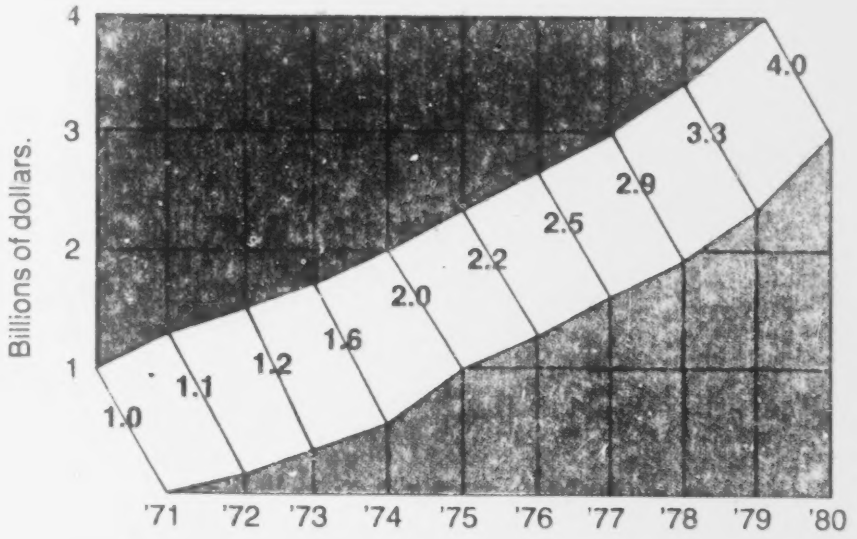
NEWS ANALYSIS — Seven-Up's decision to enter the cola market with a low caffeine product — expected for more than a year — raises more questions than it answers.

- Will a hard sell tactic which capitalizes on consumer concerns over caffeine work better than RC's more traditional approach?
- Is there a large enough market among this group to give the firm the hold it apparently feels it must have in the cola segment? Will they follow this debut with a sugar-free version? . . . with a regular cola?
- What will be the industry reaction to the firm's introductory ad program?
- If Like meets Seven-Up's test parameters, will the firm attempt to move it into additional markets?
- Why is Like being introduced now? Is it a

(Continued on page 28)

Bulk soft drink sales growth

(in billions of dollars)



Source: NSDA sales survey 1971-1980

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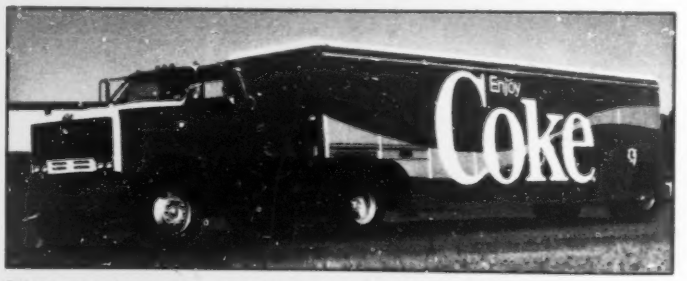
Fast food growth spurs bulk sales

By John Norton, Midwest Editor

SPECIAL REPORT — Bulk soft drink sales for 1980, advancing a respectable 4.9% according to NSDA's lastest sales survey, may mark the beginning of dramatic shifts in technology and the continued expansion of fast-food chains.

Outpacing individual growth in all other soft drink segments, success in bulk sales can be largely attributed to the increasing popularity and spread of fast-food units in the country. Though the restaurant industry has experienced sales decline in the past two years, soft drink fountain sales were not severely impacted because the fast-food sector of the restaurant industry was hurt less than other segments. A spokesper-

(Continued on page 8)



Silver contour strip can be used for fleet trailers.

Coke OKs new graphics for large size vehicles

ATLANTA, GA — Coca-Cola USA has approved a new graphics option for large delivery vehicles. The new paint scheme is the first approved option to the grapics standards adopted in October, 1969.

Provided the word "Coke" is in letters at least six ft. tall, bottlers can now paint the white contour curve in silver on their big trucks. This is the only case in which silver is permitted, according to Henry Brandes, design director for Coca-Cola USA.

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Contents

Vendor shipments decline 9%

1980 figures from the Dept. of Commerce reflect a 9% decrease in the shipment of vending machines from the 1979 figure of $227 million. Industry observers are blaming the high cost of money as well as vending purchasers' uncertainty about electronic vending. For details and charts see story on **page 1.**

1980 bulk sales up 4% over '79

The continued expansion of fast-food chains in addition to dramatic shifts in technology are credited with the reported growth in bulk soft drink sales. According to NSDA's latest sales survey, bulk sales were up 4.9% in 1980 over the previous year. For more details, see **page 1.**

A&W rolls out new ad campaign

A&W, the number one root beer, recently rolled out a new ad theme in three tv commercials and radio jingles. "Get that frostie mug sensation" is the new tag line for a campaign that is costing A&W $10 million. For details and storyboard, see **page 4.**

Heineken, Amstel get record ad $

Van Munching & Co., importers of Heineken and Amstel Light, report that the two brands will receive the largest marketing support in the brands' histories. For reasons for the increase and what's entailed, see **page 6.**

Refurbishing vendors with 3M decals

Quickly replacing spray booth painting as a means of refurbishing old vending machines, vinyl decals from 3M are making a hit with vending service managers. Read about who's doing it and why in articles beginning on **page 13.**

Wine consumption to rise by 7%

Consumption of wine is expected to rise 7% over the next few years, assuming that there will be no changes in Federal excise tax rates. This was predicted by Raymond R. Herrmann, Jr., president of Foremost-McKesson, Inc. He also expects spirits to remain stable. See **page 16.**

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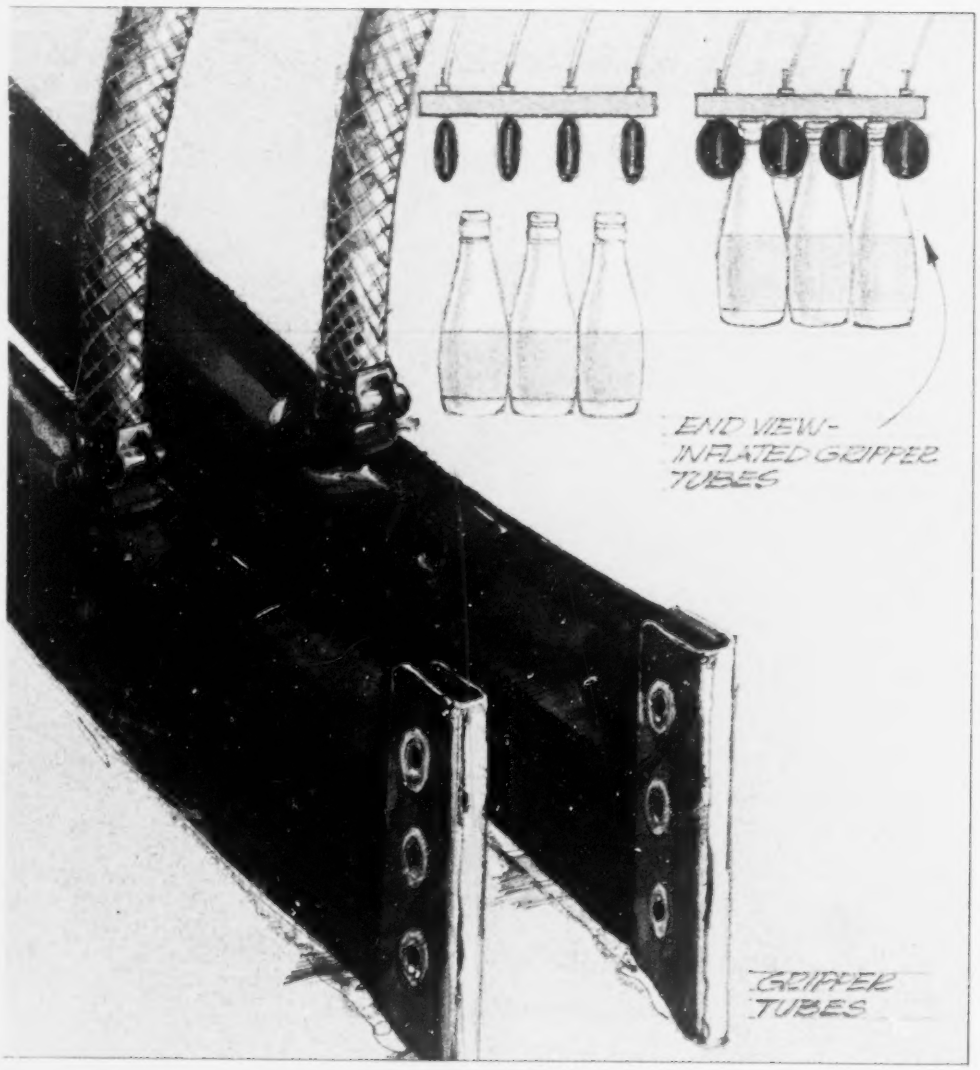

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Bulk Sales

(Continued from page 1)

son for the National Restaurant Assn. (NRA) attributed trading down by consumers as giving economic mobility to these chains.

Further opportunities for expansion of the fountain market may come with the expectations of industry observers for continued development of fast-food chains and the potential for significant real sales growth in the restaurant industry. The installation in other types of retail outlets provides another avenue for growth. The Southland Corp. has placed fountains in most of its nearly 7,000 7-Eleven convenience stores. Further down the road, there is speculation that home mixing and dispensing units will provide yet another outlet for sales of the post-mix syrup used in fountains.

The dominant factor in the fountain market is Coca-Cola, with a lead of almost three-to-one over Pepsi-Cola, according to industry observers.

Due largely to the company's unique marketing approach, fountain sales account for about 33% of Coca-Cola's total U.S. volume. In its franchise bottler agreements, the company has always maintained the right to service fountain accounts directly, thus keeping this sector under the control of corporate headquarters.

Another part of Coca-Cola's success stems directly from the presence of its product in most McDonald's stores, reflecting that firm's approval of the brand for use in all company-operated or franchised units. Other than McDonald's, few if any, restaurant firms have the power to influence the choice of soft drink brands by franchises.

competition

Coca-Cola's dominant position is not taken lightly by Pepsi-Cola who has begun mounting pressure to even up the three-to-one ratio. Competition revolves around gaining installations, rather than on short-term promotions in food stores. Pepsi-Cola now has a separate food service division to organize fountain marketing efforts. Among those outlets that already carry Coca-Cola and are not interested in a competing cola, such as Pepsi, the attempt is to increase acceptance of Mountain Dew.

Dr Pepper has also been active in its attempts to expand its fast-food affiliation and estimates its fountain availability to consumers at more than 40%.

Thomas L. Kalahar, executive vice president of marketing operations for Dr Pepper, evaluated his company's position in the trade and fountain market by stating, "It's dangerous to make generalizations, but let's make an attempt, recognizing there are exceptions to everyone. First, except in a few of Dr Pepper's strongest markets, our brands are not viewed by the trade as key brands that are part of their regular merchandising cycles. Second, the trade is not aware of the size and relative importance of Dr Pepper, both within the soft drink industry and compared to other categories. Third, there are no strong negative trade attitudes about Dr Pepper that we have to overcome. Fourth, and perhaps most critical, Dr Pepper is not as successful as its major competitors in getting major merchandising support from the trade."

Dr Pepper fountain syrup is

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Grape
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Lemon-Lime
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sold to post-mix users by bottlers, through the national account delivery system (NADS), third party operators, and direct. Kalahar stated, "No other syrup company is as complex because Dr Pepper has tried to accomodate all possible situations. For existing fountain consumers, the focus shifts to increasing volume on Dr Pepper. With established operators, the primary means of stimulating growth is with promotions."

While the marketing battle for dominance wages, an innovative front of technology has surfaced in bulk soft drinks. Leading this new offensive in fountain systems is the plastic bag-in-box transfer tank. Though many problems, such as gas migration, have been solved, bag-in-box is very much in its infancy and questions concerning pressure barrier and retrofiting costs still need answers.

Yet those involved with the new transfer system are reticent to speak and consider all new applications proprietary knowledge. Anthony J. Tortorici, manager of public relations for Coca-Cola USA, commented on his company's involvement with bag-in-box by stating, "The whole area of new products and packaging is so competitive that as a matter of policy we do not comment on any speculation dealing with that (bag-in-box) subject."

The McDonald's Corp., Coca-Cola's right hand in fountain sales, also remains mute on the subject. A company spokesperson for the chain stated, "We are doing a slight evaluation on the system but do now wish to discuss the process we are going into at this time because of the proprietary nature. We are looking at it (bag-in-box) but do not want to discuss how long we've been evaluating or how many people are involved."

Though new market applications are shrouded in secrecy, manufacturers of the system are extolling its virtues. B-Bar B, Inc., is marketing a post-mix process called the Syrup-Pak System that reportedly generates cost savings from 25% to 45% over stainless steel transfer tanks. With no modifications necessary to standard beverage dispensers, the Syrup-Pak system centers on the five gallon bag, filled on the company's high-speed liquid filler, placed in a corrugated box designed for shipping strength and efficient palletizing. The company offers a unique "Kwik-Konnect" system that allows for a sanitary hook-up to the beverage line.

B-Bar-B's semi-automatic flow meter liquid filler can fill up to five packages a minute. The company reports the filler accurate within .1 oz. while filling 8 qt. thru 12 gallon containers.

Liqui-Box Corp. has been manufacturing bag-in-box packaging for over 20 years and is reportedly the largest supplier of this process to the dairy industry.

Kenneth V. Harlow, product manager for Liqui-Box, said, "We anticipate the soft drink industry will also become a convert to the bag-in-box concept for packaging post-mix syrup. The ease and cleanliness of the filling sequence, the space and capital savings to the bottler and the elimination of returnables are the major reasons we believe bottlers will want to convert to this method of packaging."

The company's "QC/D" system reports to be the most economical system on the market. The system's connector

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allows the opening and reclosing of bags with no drippage, while keeping all product contact surfaces away from possible contamination. The system further allows the self-contained "teeing" of multiple bag units for high volume, fast moving flavors without any additional hardware of appliances. The system is currently in both field and lab testing with a number of major companies.

The Susi Corp., working with McCann Engineering on the development of its pump and with Scholle on filling and shelf life testing of its bag, has invested four years of research and testing to produce a top evacuation system for bag-in-the-box.

Charles Huffman, president of the Susi Corp., said, "While we strongly recommend top evacuation, we are anxious to work with anyone desiring to use Bag 'N Box for top or bottom evacuation. Along these lines, we have just concluded testing on a corrugated box we designed for top or bottom evacuation."

The Scholle Corp. has manufactured a series of automatic flow meter type machines specifically geared to bag-in-box. The company's high speed fillers are all stainless steel. All fillers can be cleaned in place and come with simplified controls for easy maintenance and less downtime. The fillers are available in single head, dual head and webbed with conveyor, table or can be installed over existing conveyor.

Supporting the latest development of bag-in-box in the bulk market are new lines of dispensing systems. Sitco Stainless Ice-Trainer Co. has developed both pre-mix and post-mix dispensers that strive to blend versatility and ease of installation. The company reports its Tri-View dispensing tower leads the industry in advanced styling and design. The Tri-View offers customer trade-mark identification from any viewing angle with the ability to be mounted as a remote dispenser.

Electronic Dispeners International has begun marketing a post-mix dispenser called Bar 12. The dispenser can dispense 12 brands from flexholes, pouring 1 oz. per second. The system automatically resets to the regular pour mode after each drink.

The Jet Spray Co. has adapted its system to two unique applications, Tea Jet and Jet Shake. The Tea Jet instant tea dispenser serves cool glasses of iced tea made from instant unsweetened tea at a rate of 1.5 oz. per second. The Jet Shake dispenser mixes, refrigerates, circulates, whips and delivers a milk based shake beverage. An inverted U-shaped paddle rotates around the refrigerated stainless steel dome and eliminates any unsanitary shaft seal conditions.

Booth, Inc., leads its line of dispensing equipment with high pressure post-mix and pre-mix units in the form of the Titan III and the Bronco. Both dispensers have four or five separate valves, plus a soda water tap. Each valve has a syrup and water inlet which allows carbonated drinks to be dispensed.

● For more information on **B-Bar-B**, circle no. 501 on reader service card; for **Susi Corp.**, no. 502; for **Mc Cann Engineering**, no. 503; for **Scholle**, no. 504; for **Sitco**, no. 505, for **Liqui-Box**, no. 506; **Electronic Dispensers**, no. 508; for **Jet Spray**, no. 509; for **Booth**, no. 510.

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1980 Operating ratio report

Analysis of gross profit and sales statistics by product

	Composition of sales at retail			Average sales per machine		
	1980	1979	1978	1980	1979	1978
Cigarettes	10.9%	12.2 %	11.8%	$2,674	$2 582	$2,517
Candy, nuts, gum	7.3	7.9	7.5	2,713	2,478	2,004
Cold cup beverages	7.5	7.5	7.0	4,465	3,843	3,422
Hot cup beverages	10.2	11.0	11.8	4,034	4,045	4,023
Ice cream	.3	.3	.5	1,604	1,339	1,350
Milk	2.8	3.3	3.3	3,474	3,403	3,248
Sandwiches, salads, entrees	4.9	5.4	5.3	4 178	4,275	4,051
Pastry and snacks	7.0	6.6	5.7	3,228	3,015	2,654
Hot canned soups & food	1.1	1.3	1.4	1,679	1,660	1,876
Bottled and canned drinks	5.4	5.0	4.4	5,250	5,670	4,871
Misc, vending machines products	3.0	3.3	2.6	—	—	—
Total or averages for above	60.4%	63.8%	61.3%	$3,502	$3,266	$3,029
Sales other than through machines	39.6	36.2	38.7			
Total sales	100.0%	100.0%	100.0%			

Source: NAMA

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Profit analysis for 1980

(based on reported sales volume categories)

	Less than $750,000	$750,000 to $1,999,999	$2,000,000 to $9,999,999	$10,000,000 or More
Sales at retail	100.0%	100.0%	100.0%	100.0%
Cost of sales	51.1	50.1	49.4	44.7
Total operating expenses	45.6	47.9	47.0	53.4
Operating profit	3.3%	2.0%	3.6%	1.9%
Les interest expenses	1.7	1.0	1.1	.4
Other income or charges (net)	1.9	1.2	.6	1.8
Profit before income taxes	3.5%	2.2%	3.1%	3.3%

Source: NAMA

Copyright: Beverage Industry April 23, 1982

Vended hot drinks

	1970	1978	1979	1980
Total dollar volume	$ 451,795,000	$1,023,000,000	$1,059,000,000	$1,142,000,000
Total unit volume	3,945,804,000	4,920,000,000	4,926,000,000	4,820,000,000
Weekly unit volume	322	355	352	344
Machines on location	245,081	266,400	269,100	264,500
Product share of unit sales				
coffee		78%	71%	70%
hot chocolate		14%	22%	22%
Soup		3%	3%	3%
Tea		2%	2%	2%
Decaffeinated coffee		3%	2%	3%
Vended prices/sales share				
15¢		8 .%	9.7%	4%
20¢		73.2%	61.3%	54%
25¢		12.5%	25.9%	34%
Over 25¢		6.0%	3.1%	8%
Type of coffee (% of total volume)				
Fresh brew		63%	64%	62%
Instant		5%	2%	1%
Freeze-dried		35%	34%	34%
Decaffeinated coffee		1.5%	2%	3%
Other products (% of operators using)				
Hot chocolate		93%	97%	96%
Soup		69%	83%	81%
Tea		62%	75%	73%
Decaffeinated coffee		43%	51%	54%

Source: Vending Times

Copyright: Beverage Industry April 23, 1982

1980 vended product volume

Product	Percent share	Dollar volume
Hot drinks	8.2%	$1,142,000,000
Cup cold drinks	7.1%	980,000,000
Canned cold drinks	19.8%	2,742,000,000
Bottled cold drinks	9.0%	1,255,000,000
Packaged confections/snacks	13.3%	1,850,000,000
Bulk vending	3.4%	470,000,000
Milk	2.3%	322,000,000
Ice cream	0.5%	68,000,000
Pastries	1.9%	260,000,000
Hot canned foods	1.1%	151,000,000
All-purposed vendor foods	4.6%	636,000,000
Cigarettes	22.9%	3,175,000,000
Cigars	0.2%	23,000,000
All other	5.7%	790,000,000
Totals	100.0%	$13,864,000,000

Source: Vending Times

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1980 Operating ratio report

Composite average of all operators reporting related data

	1980	1979
Sales at retail	100.0%	100.0%
Cost of sales	45.5	46.2
Gross profit	54.5%	53.8%
Total operating expenses	52.4	50.1
Operating profit	2.1%	3.7%
Other income	1.1%	1.2%
Profit before income taxes	3.2%	4.9%

Source: NAMA

Copyright: Beverage Industry April 23, 1982

Vending

(Continued from page 1)

vending purchaser which seems uncertain about electronic vending. The hesitancy of potential vending buyers may be a fear of the technology itself: Are the bugs out of the machines available in the market? Will developments push costs to an unattainable level?

Leo Levasseur, executive vice president and general manager for Coin Acceptors, Inc., says, "Like every other industry, technology is advancing. But the cost and reliability of performing a service for the customer is best done with a properly designed electronic system. We feel there is a balance that can be realized in electronic venders". Levasseur's balance takes form in creating a vending unit that weighs cost, complexity and reliability against the target objective. "You can take advantage of technology but you have to know how far to go."

Coinco's designs in accountability and management information systems (MIS) allows the vendor complete control over the unit. The company's line of changers can be adapted to the majority of working units to offer the latest in electronic vending technology.

The need for electronics in vending is given a persuasive argument when citing the management information available.

When a vend is made in the coin changer a total dollar sales readout is accounted, complete with cash sale, type of product vended and time of purchase. In addition, most electronic systems can eliminate theft from the cash box, unapproved price changes, and substitutions of unauthorized merchandise. Though this information may be a boon to many venders, the need of this type of operation must be considered individually.

The basic task of all vending machines is to efficiently service both customer and owner. A customer must be able to quickly get in and out of a vending system what he needs. An owner must be able to retrieve information from the machine to achieve the most efficient use of his people, time and investment.

(Continued on page 16)

Vended cup cold drinks

	1970	1978	1979	1980
Total dollar volume	$ 379,623,000	$ 750,000,000	$ 892,000,000	$ 980,000,000
Total unit volume	3,272,615,000	3,907,000,000	4,113,000,000	4,115,000,000
Weekly unit volume	325	345	360	360
Machines on location	209,783	217,800	219,700	219,800
Vended prices/sales share				
15¢		39%	9%	3%
20¢		42%	54%	38%
25¢		15%	32%	46%
30¢		4%	4%	9%
Over 30¢		—	1%	4%
Diet drink share				
(% of operators using)		78%	88%	90%
(% of cup cold drink sales)		7%	9%	11%

Non-national brand flavors: 1980

23% of cup drink operators offer non-national brands flavors

6% of total cup drink volume is from non-national brand sales

Source: Vending Times

Copyright: Beverage Industry
April 23, 1982

Vended can cold drinks

	1970	1978	1979	1980
Total dollar volume	$ 420,226,000	$1,890,000,000	$2,441,000,000	$2,742,000,000
Total unit volume	2,401,290,000	6,290,000,000	6,975,000,000	7,140,000,000
Weekly unit volume	175	180	185	183
Machines on location	263,876	672,000	725,000	750,000
Vended prices/sales share				
25¢		20%	4%	1%
30¢		62%	5%	2%
35¢		15%	65%	44%
40¢		3%	22%	34%
Over 40¢		—	4%	19%
Diet drink share				
(% of operators using)		89%	95%	95%
(% of canned cold drink sales)		9%	11%	13%

Source: Vending Times

Copyright: Beverage Industry
April 23, 1982

Vended bottle cold drinks

	1970	1978	1979	1980
Total dollar volume	$ 697,029,000	$1,075,000,000	$1,193,000,000	$1,225,000,000
Total unit volume	5,163,176,000	4,250,000,000	4,553,000,000	4,435,000,000
Weekly unit volume	130	100	107	104
Machines on location	827,432	817,300	814,300	829,000
Vended prices/sales share				
20¢		11%	10%	6%
25¢		72%	70%	62%
30¢ and over		17%	20%	32%
Diet drink share				
(% of operators using)		27%	31%	33%

Source: Vending Times

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April 23, 1982

Operating expense

(as a percentage of sales)

	1980	1979
Salaries, commissions to servicemen	11.5%	10.6%
Machine maintenance — labor costs	2.7	2.8
All other salaries, wages, etc.	10.2	9.8
Total payroll*	24.4%	23.2%
Maintenance cost of vending machines	1.2	1.2
Location rental payments (commissions)	7.1	7.6
Depreciation or rental for vending machines	4.0	4.0
Other depreciation (except building)	1.4	1.1
Truck and automobile expense	2.0	1.7
Sales tax	2.9	2.9
Taxes, other than sales, federal and state income taxes	.5	.5
Insurance, all types	.5	.5
Building and garage rental or expense	.7	.7
Corporate overhead expense	1.9	2.2
All other expenses	5.8	4.5
Total operations expenses	52.4%	50.1%

*Includes fringe benefits and payroll taxes
Source: NAMA

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April 23, 1982

Wine consumption to rise 7%: Herrmann

NEW YORK — Assuming no changes in Federal excise tax rates, Raymond R. Herrmann, Jr., president of Foremost-McKesson, Inc., expects consumption of spirits to remain stable, wine to increase 7% and beer to rise 2% per year, 1981 to 1985.

Herrmann told securities analysts at the Lehman Brothers Kuhn Loeb Beverage Seminar held here recently that he expects prices of spirits to rise 4%, wine up 8% and beer up 6% per year over the same period.

Alcoholic beverages growth areas include vodka, rum, brandy, cordials, tequila, wines (mostly white) and imported beers, according to Herrmann. In the beer category, for example, he anticipates a 2% growth in U.S. consumption of domestically produced beer, a 10% growth in imports and a 2% overall growth per year from now to 1985.

But, what if the Federal government does raise excise taxes, perhaps to double their current level?

Herrmann said, first of all, that increased taxes will probably not affect total consumption of alcoholic beverages. Second, the effect of higher excise taxes will be more severe for the industry during the first year, after which the shock will wear off.

Third, Herrmann said that even a doubling of excise taxes on wine and beer would be "almost meaningless" in terms of unit price. The tax would impact spirits far more. However, the wholesaler and retailer may experience enough of a pick up in dollar sales per unit to make up for fewer units sold.

Finally, he said, the tax would mean that more consumption of alcoholic beverages would take place at home rather than at restaurants and bars.

IBWA readies for annual

WASHINGTON, DC — The 24th annual International Bottled Water Association Convention Trade Show will be held here at the Hyatt Crystal City hotel on October 14-16, 1982.

The show will feature exhibitors of all bottled water products including bottles, filling lines, labels, cappers, equipment and other products.

Invited members of Congress, regulatory leaders and business consultants will be included as speakers and in educational sessions.

For information on reserving exhibit space or convention registration, call or write: International Bottled Water Association, 1010 Vermont Ave., Washington, DC, 20005; (202) 638-4157.

Vending

(Continued from page 13)

In realizing these fundamentals, electronics must not interfere but act simply and efficiently.

Coinco's work with CMOS (complimentary metal oxides semiconductors) logic controllers allows a vending unit to do just that. Levasseur notes that "when you install this type of unit, a machine is able to do what it did before but with fewer switches, wires and relays."

A unit can be molded or retrofitted into whatever the customer needs, even visual readout or audio sound back. With electronics' ability to satisfy most desires of vendors, price control must come from the customer identifying his specific need and not by letting the technology run away with his wallet.

Though vending shipments have dropped for the year, vending activity seems to be running at an accelerated pace. Anticipation of new and retrofitted units may decrease shipments in the next year, but the existing marketplace of vending will see a burgeoning of new developments.

• For more information on **Coin Acceptors**, circle no. 542 on reader service card.

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Beverage Business Indicators

Glass container shipments

(thousands of gross)
(not seasonally adjusted)

	Nov. '81	Dec. '81	% change
Bottles	24,041	23,272	(3.2)
Beverage: refillable	375	360	(4.0)
nonrefillable	4,090	3,681	(10.0)
under 10 oz	73	61	(16.4)
10.0 to 15.9 oz	1,214	1,176	(3.1)
16.0 to 16.9 oz (includes .5-L)	2,312	1,975	(14.6)
17.0 to 33.9 oz (includes 1-L)	491	469	(4.5)
34.0 oz and over (includes 2-L)	—	—	—
Beer: refillable	188	132	(29.8)
nonrefillable	7,987	8,065	1.0
under 11 oz	1,312	1,052	(19.8)
11.0 to 15.9 oz	6,249	6,528	4.5
16.0 and over	426	485	13.8
Liquor:	1,230	1,117	(9.2)
Under 125 ml (4.23 oz and under)	89	100	12.4
126 to 275 ml (4.24 to 9.3 oz)	284	268	(5.6)
276 to 500 ml (9.31 to 16.9 oz)	165	148	(10.3)
501 to 800 ml (16.91 to 27.04 oz)	300	234	(22.0)
801 to 1000 ml (27.05 to 33.80 oz)	250	229	(8.4)
1001 ml and over	142	138	(2.8)
Wine:	662	711	7.4
126 to 500 ml (4.24 to 16.9 oz)	100	145	45.0
501 to 800 ml (16.91 to 27.04 oz)	300	300	0.0
801 to 1000 ml (27.05 to 33.8 oz)	225	227	1.0
1001 to 1600 ml (33.81 to 54.08 oz)	—	—	—
Over 1600 ml (over 54.08 oz)	38	39	2.6

Source: U.S. Dept. of Commerce
Bureau of the Census

Closures for beverages

	Nov. '81	Dec. '81	% change
Metal (for spirits, wines)	40,875	44,536	9.0
Plastic (for spirits, wines)	104,686	78,619	(24.9)
Metal crowns (beer and soft drinks)	15,780	17,314	9.7
Soft drink (convenience types)	1,220	1,576	29.2
Soft drink (conventional types)	3,711	4,807	29.5
Beer (convenience types)	8,847	7,765	(12.2)
Beer (conventional types)	2,002	3,166	58.1
All other metal closures other than crowns	4,232	4,033	(4.7)

Source: U.S. Dept. of Commerce
Bureau of the Census

Imported beverages

(Proof gals)

	Dec. '81	Jan. '82	% change
Beer*	11,727,962	12,111,128	3.3
Whiskey	6,616,860	4,913,785	(25.7)
Brandy	519,611	461,742	(11.1)
Gin	385,131	291,493	(24.3)
Rum	43,779	34,654	(20.8)
Cordials and liqueurs	910,846	630,671	(30.8)
Others	640,331	678,862	6.0
Total	**20,844,520**	**19,122,335**	**(8.3)**
Sparkling wines	439,973	534,751	21.5
Still wines, table	10,002,875	9,159,316	(8.4)
Still wines, fortified	296,867	159,218	(46.3)
Vermouth	282,162	215,138	(23.8)

*Includes ale, stout, porter
Source: National Association of Beverage Importers, Inc.

Selected Consumer Price Index

(The year 1967 equals 100)

	Nov. '81	Dec. '81	% change
Cola	296.1	295.7	(1.1)
Other carbonated soft drinks	139.3	137.2	(1.5)
Noncarbonated drinks	136.4	137.1	0.6
Wine	203.6	203.5	0.0
Beer and ale	237.4	238.0	0.2

Sweetener data

(Cents per pound, dry basis)

	Oct. '81	Nov. '81	% change
HFCS wholesale prices			
California	20.21	20.21	0
New York	19.72	19.72	0
Chicago-West	19.72	19.72	0
Beet sugar wholesale prices	25.41	25.41	0
Dextrose wholesale prices			
California	28.64	28.64	0
New York	27.17	27.17	0
Chicago-West	27.17	27.17	0

Source: U.S. Dept. of Agriculture

Domestic beer removals

(Barrels of 31 gals)

	Oct. '81	Nov. '81	% change
Bottles and cans	12,047,325	10,763,745	(10.7)
Barrels and kegs	1,797,036	1,623,312	(9.7)
For export	224,901	198,420	11.8
Other	14,512	11,833	(18.5)
Total	**14,608,925**	**12,597,310**	**(13.8)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Domestic wine removals

(Wine gals)

	Sept. '81	Oct. '81	% change
Still wines (bulk)	106,702	238,592	123.6
Still wines (bottled)	31,356,476	36,162,558	15.3
Effervescent wines (bulk & bottled)	2,112,915	4,519,731	113.9
Total	**33,571,093**	**40,920,881**	**21.9**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Domestic spirits removals

(Wine gals)

	July '81	Aug. '81	% change
Whiskey	12,810,574	12,041,841	(6.0)
Brandy	1,239,173	1,094,227	(11.7)
Rum	1,698,631	1,957,352	15.2
Gin	3,281,320	3,047,178	(7.1)
Vodka	8,426,356	7,152,538	(15.1)
Cordials and liqueurs	2,530,209	2,316,801	(8.4)
Cocktails and mixed drinks	733,591	737,483	0.5
Total	**30,719,854**	**28,347,420**	**(7.7)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Blow-molded plastic bottle production

(thousands of units)

	Oct. '81	Nov. '81	% change
Plastic bottles (blow-molded)	1,275,276	1,201,025	(5.8)
Carbonated beverages*	174,949	175,372	0.2

*plans are being made to sub-divide this category into .5-, 1- and 2-L sizes

Source: U.S. Department of Commerce
Bureau of the Census

Copyright: Beverage Industry
April 23, 1982